



AGENDA

FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

October 27, 2020 – 1:30 p.m.

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In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact Carrie Nelson at 928-213-2919 (or 774-5281 TDD). Notification at least 48 hours in advance will enable the City to make reasonable arrangements.

A. CALL TO ORDER

Chair Fleischer called the meeting to order at 1:30 p.m.

B. ROLL CALL:

Lynda Fleischer, Chair, **present**
Terry Madeksza, Vice-Chair, **present**
Steve Finch, **present**
Jennifer Grogan, **present**

Joe O'Donnell, **present**
Jennifer Rolley, **absent**
Chris Verrill, **present**

As a reminder, if you are carrying a cell phone, computer, two-way radio, or other sound device, we ask that you turn it off at this time to minimize disruption to today's meeting.

C. LOCAL CHECK-IN

- Commissioner Madeksza – The DBA effort is to continuing working on the open spaces available downtown to support downtown businesses. They will work on a solution for the winter months. Holiday plans include not having the Tree Lighting this year and light up downtown.
- Commissioner Grogan – working with Local Festival Producers and The Orpheum on “Save the Stages”. Working on applying for funding from the CARES fund.
- Commissioner Finch – Flagstaff Lodging & Restaurant Tourism Association (FLRTA) discussions include a name change to Northern Arizona Lodging Tourism & Restaurant Association (NALTRA) so they can reach out to the northern Arizona region. Other questions include the Terms and Chair and Vice-Chair positions. Ms. Hansen has asked Commissioner Finch to write an email with his specific questions and we will forward to Stacy Fobar, City Clerk.
- Chair Fleischer – been a very good Fall, with the change of seasons it will be hard for her business. Very concerned, closing for 10 days to clean and sanitize.

D. PUBLIC PARTICIPATION

*The Arizona Open Meeting Law prohibits the Commission from discussing or taking action on an item which is not listed on the prepared agenda. Commissioners may, however, respond to criticism made by those addressing the Commission, ask staff to review a matter, or ask that a matter be placed on a future agenda. Each public comment is limited to **three** minutes.*

E. APPROVAL OF MINUTES

A. September 22, 2020

MOTION:

Commissioner Finch motioned to approve the minutes from the September 22, 2020 meeting. Commissioner Madeksza seconded the motion. The minutes passed with 5 for and 1 abstaining vote.

B. DISCUSSION

A. Park Flag Update, Gail Brockman, Interim Parking Manager and David McIntire, Community Investment Director

Gail Brockman gave a short update on ParkFlag. Pay to park was suspended due to COVID. Staff is sanitizing downtown areas. They are writing a lot of warnings for parking violations. Implemented program changes will include: reduced hours and reduced permit fees, new parking lots anticipated for Fall and working at half-staff. Concerns include: parking

management would be helpful, deferred revenue, cold temps, concerns for holiday season. ParkFlag will be returning March 1, 2021 with updated hours, possible two additional lots will be open, and continue the carry-out zones.

Questions/Comments:

- Chair Fleischer – What’s the annual predicted revenue? Looking at a \$500,000 loss in revenue and lock box. Lacking ParkFlag did well the first few years and is able to maintain until March 2021. Mr. McIntyre noted per finance’s estimated records ParkFlag is losing \$80,000-100,000 per month.
- Commissioner Verrill – can we get the parking lot on the corner of Leroux and Cherry open on the weekends? This is a county owned lot and will reach out to them.
- Chair Fleischer – How is the equipment holding up? New covers are being made to cover the kiosks. Kiosks running at 3G and will be updated to the 5G a few at a time to keep up with new emerging software.
Did the flowers come in? Yes, flowers came in and were removed due to the colder temperatures and replaced with blue spruce trees and decorated for the holidays. Next summer will bring in flowers again.
- Commissioner - O’Donnell – What kind of data points is ParkFlag seeing? From the ParkFlag perspective they are seeing more long-time parking issues and writing warnings. Vice-Chair Madeksza noted on the business side the businesses are seeing strong visitation. Businesses are looking forward to the two new surface lots.
- Commissioner Finch – Have we seen an increase of Locals downtown? Seeing locals staying close to home and not coming out as it’s not due to the paid parking it’s due to COVID.

H. REPORTS

A. Attractions Report - Heather Craig, Lowell Observatory

Heather Craig, Marketing Specialist, Lowell Observatory presented the September 2020 Attractions Visitation Report. Arizona Snowbowl opening day is November 20th. Virtual Events from Lowell Observatory, The Arboretum at Flagstaff, Museum of Northern Arizona and the Pioneer Museum.

B. Director & Staff

Staff gave monthly reports for September 2020 for Administration, Marketing & Creative, Social Media, Public Relations, and the Visitor Services. In the interest of time the Sales portion was skipped at this time.

Questions/Comments:

- Commissioner Finch asked if the metrics can be broken down to show the occupancy for the longer weekends. Director Ward said he would ask STR but the best way to know is to ask your local constituents.
- Commissioner O’Donnell mentioned the 30-day limit of Air BNB’s and wonders if the metrics will involve these numbers in the future. Director Ward will follow up.
- Arizona Republic 12/7 Stay & Play Insert: Commissioners agreed on content and asked for extra copies. An overrun is usually done and available. Chair Fleischer made the recommendation to approve the insert with Commissioners in agreement.
- Can the commission meeting move up ½ hour due to commissioners having to leave longer meetings? Yes, will ask and follow up with the City Clerk.

C. Chair

I. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

Next meeting date:

- November 24, 2020

J. ADJOURNMENT

The meeting adjourned at 3:12 p.m.